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**--1960--**  
**STRAWBERRY**  
**CATALOG**



**J. H. SHIVERS**  
**PLANT FARMS**

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**ALLEN,**

*Tel. Salisbury Pioneer 9-9578* **MARYLAND**

# 1960 Plant Outlook

We send you our 1960 catalog with appreciation for past patronage and with pleasure for new and renewed interest in Shivers' strawberry plants.

We ask you to **order early**. We always do our best to supply you with the varieties of your choice. However, due to extreme weather conditions, the supply of strawberry plants will not be as plentiful in 1960 as in 1959. Most nurserymen expect a shortage of some varieties late in the spring. So order early to avoid having to accept a substitute for your choice.

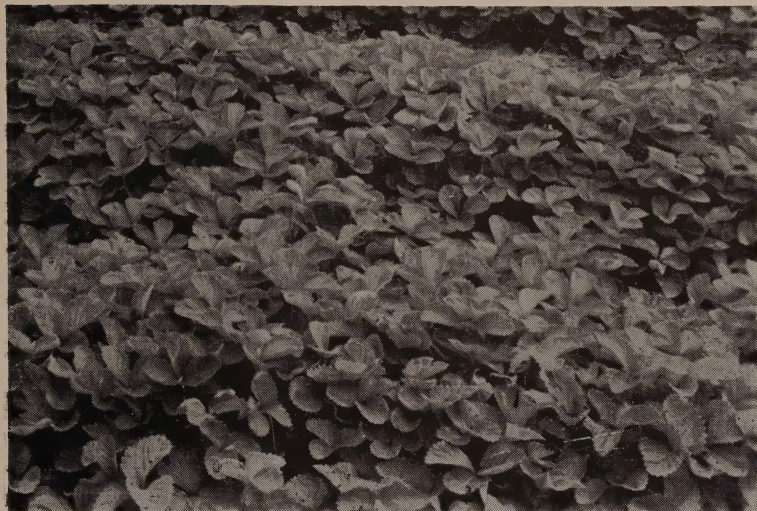
For those of you who are receiving the Shivers Catalog for the first time, we assure you that growing strawberry plants can be both enjoyable and profitable. To succeed you need a good variety of plants adapted to the soil and weather conditions of your area, and you need to give them proper care. In addition to the information given in this catalog, we shall be glad to answer any special questions. Your county agricultural agent can also give you much help.

Reports from farmers in many sections of the country show that from year to year strawberries have been a stable, profitable product. A good reason for this is that in most areas strawberries are the earliest fruit of the year. Also, strawberries are easily frozen, canned and preserved with good retention of flavor.

Again, we ask you to place your orders as early as possible to avoid disappointment and the last minute rush of late orders. We wish you success in the coming season.

*J. H. Shivers*





A Close-up of Beautiful, Healthy Plants Ready for Digging

## *Our Agreement to You*

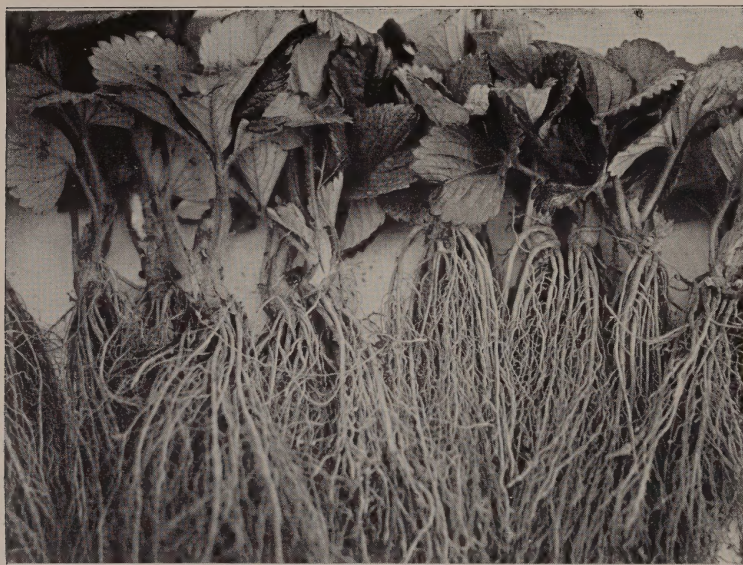
We guarantee all plants, shipped out before May 1st. to reach you in good condition. If for any reason they do not, notify us at once, so that we can refill your order. All claims must be made upon receipt of plants. We cannot be responsible for any plants after they have been received in good condition. If for any reason you refuse plants, have the Express Agent mark the reason on shipping receipt and send to us.

**REFERENCES:** Our best references are the many satisfied customers who have entrusted us with their orders. For bank references kindly write the Farmers & Merchants Bank, Salisbury, Md., or the Bank of Somerset, Princess Anne, Md. Enclose stamp for reply.

# PLANTING GUIDE

The strawberry is grown in nearly every section of the United States, in parts of Canada and even in Alaska. It is adaptable to a wider range of soil and climate conditions than most small fruits. The crop is produced on large acreage for commercial purposes, while the "strawberry bed" forms a part of every well kept home garden.

In this limited space we will give suggestions for the most necessary details for successful strawberry growing. You may get more information by writing us or from the U. S. Department of Agriculture, at Washington, D. C., who will, upon request, send you bulletins on strawberry culture, free and postpaid. A strawberry grower should take this means of keeping in touch with the newer developments and methods being employed in present strawberry culture.



An actual photograph  
showing the vigorous plants and strong healthy roots on our plants.

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My Fairfax plants purchased from you two years ago produced excellent berries. They were all so delicious and many were large as plums.  
January 23, 1959 Ernest J. Clinton Butler Co., Pa.

Thank you for the prompt service and the strawberry plants were in fine shape.  
April 20, 1959 L. C. Pulley Fairfax Co., Va.



**SOIL:** Practically any soil that will grow good field crops will grow good berries—good rich, sandy loam preferred. All kinds of fruit plants demand that the soil be able to hold moisture well and, at the same time, drain easily. Excellent results are secured on both sandy and clay types of soil under the proper cultural management. Any soil selected for strawberry growing should be well provided with organic matter as this tends to prevent heaving out of plants in winter and enables the crop to withstand the droughts of summer. Even the extreme types of soils including sandy, gravelly or stiff clays can be made to produce profitable crops of berries where the land is well improved by the addition of organic matter and the proper fertilizers applied.

Organic matter in the form of legume crops, manure, or sod, should be turned under far enough in advance of planting to allow it to become decomposed in the soil.

**SOIL PREPARATION:** Soil for setting strawberry plants should be plowed deeply and harrowed until it is loose and level. We like fall plowing as it allows the soil to settle and turned-under vegetable matter to decay. Spring plowing is all right, but fall plowing is better when possible. The land should be thoroughly harrowed in spring, followed with a culti-packer or roller to preserve moisture after planting. It is best to plant some cover crop such as oats or rye which is to be plowed under except in the case of sod land which should be left rough over winter to kill the white grub.

Several weeks before planting, the cover crop should be turned under or rough land disced thoroughly. A week or ten days before the plants are set, the final preparation of the plant bed should be made, at which time the fertilizer be applied.

Stable manures are the best fertilizers we have found. They not only furnish the necessary plant food, but also make the heavier soil of finer texture, and the light sandy soils of greater water-holding capacity. This may be applied in the fall and plowed in or spread on land after plowing and worked in the soil well. The best results we have ever obtained were by opening the rows and putting some fine manure in the row during the winter.

However, if coarse manure is not convenient, you can get very good results from commercial fertilizer. A mixture composed of 1,500 pounds dissolved bone and 500 pounds super phosphate. The analysis of this mixture is about 3-10-0. Use about 500 or 600 pounds of this acre in the drill before the plants are set, or alongside of the plants, and thoroughly work in with hoe or cultivator soon after setting the plants. Where applied in the drill, it should be worked in thoroughly, going at least twice in each row with an implement to mix it in. If applied broadcast, 1,000 pounds or more per acre of this mixture thoroughly harrowed in before the plants are set, can be used without injury and possibly to advantage. If this amount is to be used, however, we would much prefer to put five or six hundred pounds in the drill and use the balance as a side dressing in late summer. We have used as much as 700 pounds without injury, but have seen severe injury from 1,000 pounds in the drill, not thoroughly mixed with the soil. In no case should nitrate or potash salts ever be used in any mixture drilled under the plants. Contact of any of these materials with the roots will surely burn them. In the past many thousands of plants have been killed by such methods. As a top dressing to be used in early spring before growth starts, 6-8-6 and 5-10-5 fertilizer give excellent results. In a very dry season on very light soil, fertilizer applied in early spring cuts down the yield by producing a heavy growth of foliage which sucks out the scanty supply of moisture.

## WHAT TO DO WHEN THE PLANTS ARRIVE:

Order your plants early before foliage starts to grow and set plants out upon arrival if possible. If impossible to set upon arrival, place in cold storage if available at 32 degrees F. until conditions are right for setting. When no cold storage is available, dig a V-shaped trench, open the bundles, spread out in thin layers with buds just even with the surface of the ground and firm the soil back against the roots of the plants. If necessary, several layers of plants can be heeled-in the same place with one or two inches of soil between each layer of plants. Wet the soil and roots of plants thoroughly when heeling-in is done.

**WHEN TO PLANT: EARLY!** The best time to plant is just as early in spring as land can be worked, or as soon as the ground can be made ready for planting. **LATER PLANTING RETARDS NORMAL GROWTH AND DEVELOPMENT.** Order your plants as early as possible; plants set early start quicker and make a more vigorous growth of plants.

## LATE SUMMER OR FALL PLANTING -

Many inquiries come in regarding late summer or early fall planting. We do not carry plants in storage after June the first. Our beds of plants in August and early fall have not matured enough to permit digging and shipping without too much waste and risk of plants surviving. Plants from young beds seldom do well unless given special care. Many fall set plants are unable to survive the winter.

**SETTING THE PLANTS:** There are many methods of setting strawberry plants. No particular method has advantage over another except in the saving of labor. The important thing is to get your plants in the ground the same depth as they grew in the original bed and to pack the dirt firmly around the roots. Set the plants so that the roots are completely covered and soil will come to the leaves. However, make sure that the leaves are not covered. If plants are not set deep enough in the soil, they will dry out. If leaves are covered, plants will fail to start proper growth. We recommend setting the plants in rows  $3\frac{1}{2}$  to 4 feet apart, or even as far as  $4\frac{1}{2}$  feet apart, if soil is very fertile. The plants should be set 15 to 24 inches apart in the row, depending on the varieties set, the width of the rows themselves and the fertility of the land.

Free growing varieties like Dunlap, Missionary and Blakemore which make large numbers of plants should be set farther apart than varieties like Fairfax, Red Star, Fairpeake and all everbearing varieties.





## SCALE OF SETTING PLANTS

Approximate Numbers of plants Required for 1 Acre for Various Distances.

Rows	In Row	Plants Per Acre
3 ft. apart	18 in.	9,700
3 ft. apart	24 in.	7,300
3½ ft. apart	18 in.	8,300
3½ ft. apart	24 in.	6,200
4 ft. apart	18 in.	7,300
4 ft. apart	24 in.	5,500

**CULTIVATION:** The cultivation is always important and should be started as soon as the planting is finished. If one will take the trouble to destroy all grass and weeds the year previous on land to be planted in strawberries, it will be found to pay handsomely, as the seeds thus destroyed will not be in your berry beds to plague the grower and run up the cost of hoeing. Keep them clean until frost, hoe shallow so as not to disturb the roots. Be sure that the bud of plants are not covered when hoeing.

**CUTTING BLOSSOMS:** Blossoms will appear on strawberry plants soon after set in the field, which should be cut off. Very often the blossoms are not all out during the first hoeing but may be cut off the next time. This is quite necessary for vigorous plant growth. Everbearing plants should have blossoms removed from plants until August.

**VARIETIES:** The selection of varieties should be governed by the local conditions and the demand of the markets to be furnished. Information is available from your State Agriculture Experiment Station, local growers or County Agent. Some varieties are very popular in the South, while other varieties are more popular in the Central and West. The North select and find more satisfaction in growing an entirely different variety from the other sections. New varieties are constantly being developed and tested.

**MULCHING:** A mulch will guard against winter injury to roots and crowns by protecting them from extremely low temperatures. The plants should be covered with 1 to 3 inches of good mulching material such as hay, straw or pine needles before severe weather starts. As spring growth starts this mulch where too thick should be pulled open and arranged under the plants. Plants for the most part are usually able to push through thinner mulches, unless it packs. This mulch serves to support the fruit and avoids rot and grit, making your berries cleaner and firmer to harvest and the mulch keeps the moisture up in dry, windy weather.

**MARKETING:** The ultimate value of a crop of berries is determined by the selling price. Well grown fruit should receive the greatest care in harvesting, packing and shipping, so that it reaches the consumer in as good condition as possible. There is usually an oversupply of poor fruit, but very rarely is the market glutted with good fruit, well displayed. Intelligent grading pays. A dishonest pack hurts the shipper most. Some form of ventilated crate should be used for best results in transit.

**TREATMENT OF SOIL:** After much experimenting, the most effective and economical soil fumigant yet found, to destroy nematode in fields, is Nemagon. If proper amount is applied in fertilizer on both sides of row, 3 to 4 inches deep. When covered well Nemagon will give excellent results and prove more economical than the old method of fumigating the soil.

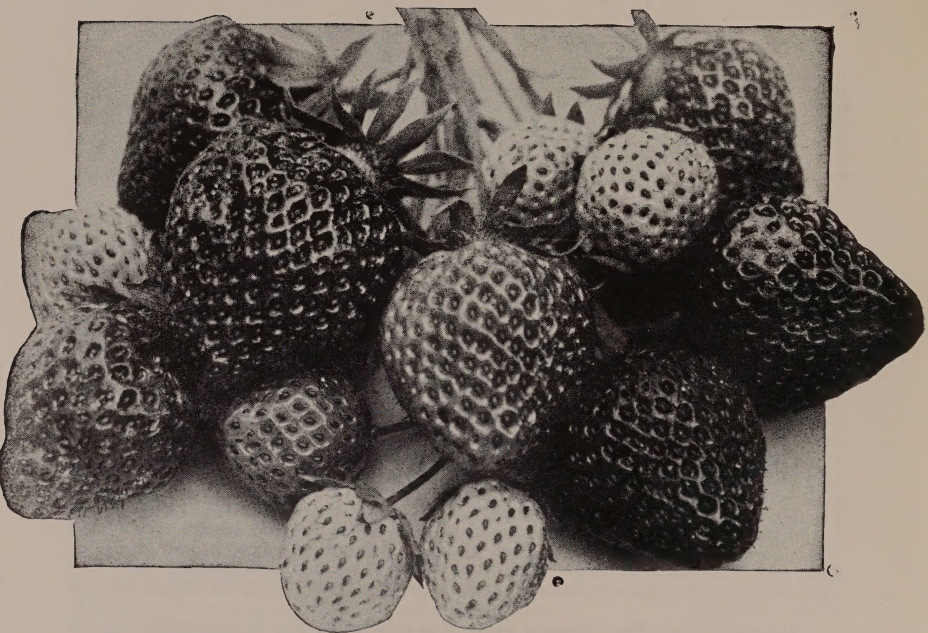
Fertilizer with Chlorodane added is spread on the soil. The Chlorodane is used to kill and control harmful insects such as aphids, ants and other insects.

We maintain a regular dusting schedule, with 1% parathion for control of insects that spread virus and plant diseases.

Our plants are grown on land that has not been in strawberries for a number of years. We believe our plants to be free of diseases and insects as is possible to have them.

**FERTILIZING STRAWBERRIES:** Strawberries should be fertilized in the fall for best yields of fruit the following spring, according to State Experimental Station officials.

## Early Varieties



### PREMIER (HOWARD 17)

**PLANT GROWTH:** Premier plants from good stock will make a good fruiting bed of perfectly healthy plants. Premier does well over a large territory, chiefly in the middle and northern states. They are usually called the frost proof berry and for this reason are grown by more commercial growers than any other variety ever introduced.

**SIZE, QUALITY AND PRODUCTIVENESS:** The berries are a medium red in color, have a medium size green cap that will stay green throughout the season under favorable conditions. A quart of Premier berries that have been grown right and picked well has a very handsome appearance and is as attractive as any variety in its box. The quality will compare well with most other varieties. It is moderately firm and looks well. These berries are good for local market or long truck shipments but are not for ice shipments.



## DIXIELAND

Dixieland seems to appear at its best in the section the name implies, southern and middle states. It originated in North Carolina but can be grown in the same areas as the Blakemore. The fruit is as firm as the Blakemore but larger.

Dixieland ripens early and is a firm-fruited variety, needed for freezing. Firm fruit gives a thawed product that is not mushy and unattractive. The berries of Dixieland can remain on the plants until fully ripe to attain best quality with less risk of deterioration. Due to size, firmness, high yields, bright red color and somewhat tart flavor, the Dixieland variety has become popular in areas where Blakemore was widely grown.

## BLAKEMORE

The Blakemore is a U. S. Department of Agriculture cross of Missionary and Premier. This variety is very popular in Mid-western and southern states.

**PLANT GROWTH:** Blakemore makes a vigorous growth and should be kept thinned out for best results. The foliage is healthy and stands up very well during the entire fruiting season.

**SIZE AND QUALITY:** The berries are very firm and will stand long distance shipping in excellent condition. It has become very popular with the Maryland growers because of firmness and keeping qualities if kept on the vine and also after picking. In fact, it will keep well on the vines several days should weather conditions delay the picking. The fruit is very light in color and very attractive.

**PRODUCTIVENESS:** It is medium in size if the plants are properly spaced, but when allowed to get too thick the berries will run down fast. In planting Blakemore be sure to have them properly spaced to about 6 plants to the square foot. The fresh fruit is rather tart but is a favorite with the "cold pack" men and is one of the best berries for canning.

## FLORIDA No. 90

The strawberry called Florida 90, originated by Dr. A. N. Brooks in Florida, has already taken over half of the strawberry acreage in Florida, outshining the Missionary in productiveness and size.

The berries of Florida 90 are large, long and pointed, red in color all the way through, larger and juicier than the Missionary. They ship very well and are recommended to Florida and southern growers who wish to ship to northern markets.

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Received the order of plants which were very nice. I have them all planted but need 4,000 more to finish the field. You will find check inclosed for same. Hope to do more business with you next year.  
April 21, 1959 Frank Dietterick Columbia Co., Pa.

A friend of mine recommended your plants, so I wish this order sent soon as it is late.  
May 1, 1959 H. B. Bower, Jr. Columbia Co., Pa.

## **FAIRFAX**

**PLANT GROWTH:** The Fairfax makes a strong robust growth of perfectly healthy plants. The plants are larger and spaced farther apart than the Premier. The leaves are large, dark green, and somewhat glossy.

**SIZE AND QUALITY:** The berries average very large. In size and appearance they resemble the Chesapeake, having prominent yellow seeds, shiny almost polished surface which makes the berries very attractive to buyers upon reaching the market. Appearance alone will make the Fairfax bring top prices on the market.

The berries are light when they first ripen but become dark when over ripe and are sometimes dark when they reach the market. This does not mean a state of decay for they retain their flavor and remain firm for several days after they turn dark. Buyers have learned that the berries, even though they become dark in color, hold their flavor and firmness. This has given them a high place on the market. From my experience you will not go wrong by trying Fairfax to see how attractive they are. It is a strong competitor for leadership and is gaining in popularity.

**PRODUCTIVENESS:** The Fairfax will not make as many plants as Premier, but it is not subject to become too thick for a good crop of fruit. The fruit of Fairfax is larger than Premier but does not produce quite as many berries. The higher price received for berries the past seasons has caused a demand for this variety. It rates as "tops" for the home garden.

## **MISSIONARY**

Missionary is the old reliable variety for the South.

The leading berry in the Southern States. Will do well on almost all soils but will do better than most varieties on light soil.

The berries are medium in size, dark red in color, with a tart flavor and attractive in appearance. It is a good shipper and has for a long time been a favorite with the "juice men". The Blakemore is more popular in this section but in some parts of the South, Missionary still holds the supreme place.

## **REDGLOW**

Redglow came as a seedling from the cross of Fairland and Tennessee Shipper at Beltsville, Maryland, tested several years and released by United States Department of Agriculture in 1956.

Since it is a variety resistant to redstele diseases, it is highly recommended to growers troubled especially with this disease in central and northeastern United States. The Redglow plants are vigorous, moderately productive, with a good number of runners.

The ripening season of Redglow is about the same as Blakemore and Premier. The berries maintain large average size throughout the picking season. They are very glossy, moderately firm, vivid red in color, deeper than the Blakemore. The flesh is uniform red in color throughout the berry and is very good for freezing.

Redglow has been tested and proven satisfactory for growers from Pennsylvania to North Carolina to Indiana and Kentucky. It is suggested for trial in Middle Atlantic States for an early berry.





## **EARLIDAWN**

Earlidawn is a cross of Midland and Tennessee Shipper, originated at Beltsville, Maryland.

The ripening season of Earlidawn is about five days earlier than Blakemore or Premier. It has escaped frost better than the Premier. Characterized by short flower stems, blossoms of Earlidawn are protected from frost. The berries are average large, glossy, vivid red in color, moderately tough skin, with seeds slightly sunken, with flavor tart and good.

Earlidawn has been tested from Pennsylvania to North Carolina and Westward to Indiana. Tests show it is best adapted to the area from Maryland, New Jersey and west through the middle latitude states.

Earlidawn is a very highly productive variety.

## **KLONMORE**

This variety is a cross of the Klondyke and Blakemore is being successfully grown in the South from Louisiana to South Carolina. The berries are very firm, bright red in color with yellow seeds, ripen early, good shipper. Klonmore is a good variety for Southern growers.

## OTHER EARLY VARIETIES

**MIDLAND:** Midland is a very early variety and produces large, firm, dark red fruit of good dessert quality. Plants are vigorous and large but only moderate in new plant formation although very productive for the number of plants grown. It is an excellent berry for home freezing. It is adapted to all the middle states and rated high by some in the north. Midland is a leader and a very popular variety due to the sweet, good flavor, dark red-red center with berries running large in size.

**DUNLAP:** It is gradually being replaced by Premier because Premier berries are earlier, larger, and more handsome in appearance. Dunlap is still grown by many of its old friends and we have a nice stock of plants for those who know and want it. Berries are medium in size, bright rich red clear through, and fair to good quality.

**TENNESSEE SHIPPER:** An early variety originated in Tennessee and a cross of a Missionary and Blakemore. It is a variety considered very promising, makes less plants than Blakemore but larger. The berries are attractive, pointed and carry well making it a good shipper. This variety has increased in popularity since the plants are virus free.

**STELMASTER:** The Stelmaster has been developed by the Horticultural Crops Research Branch at Beltsville and the Maryland Experiment Station. It was introduced for areas where red-stele has damaged Temple and Sparkle. It is an early variety, ripening a few days before Temple. The plants are vigorous, productive and highly resistant to all kinds of red-stele known in eastern United States. The berries are medium in size, generally uniform and medium red in color with a glossy smooth surface. The flesh is light red, firm and flavor mild and subacid.

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I was very well pleased with your fine plants. I planted them the second day after I received them and they are doing fine. I will want to order some from you again next year.  
May 25, 1959 Jerry Dick Indiana Co., Pa.

Enclosed is check to cover the cost of 1,000 Premier strawberry plants and cost of postage. Incidentally the check has been made out to you by one of your customers, Ralph Caples who got me interested in this project.  
April 19, 1959 Grant S. Dannelly Baltimore Co., Md.

I was very pleased with the Strawberry Plants which I received from you a few days ago.

I would like 1,000 Earlidawn, sent to my address by express or parcel post if cheaper, at once. Check enclosed.  
March 30, 1959 Paul M. Grisso Roanoke Co., Va.



## MIDSEASON VARIETIES



### CATSKILL

Catskill is one of the best mid-season berries we have ever grown. This variety gained widespread importance upon the arrival of virus-free plants. It is well adapted to Canada and the northern states and as far south as North Carolina, westward beyond the Mississippi River. Catskill is the first choice of the mid-season varieties for commercial plantings of any size and most home gardeners.

**PLANT GROWTH:** When planted in good soil and well taken care of, produces runners freely, healthy plant growth, so results in a fine fruiting bed.

**SIZE AND QUALITY:** The bright color, with red-center and large size of Catskill berries make them attractive on the market, good for home use and considered very good for freezing. The berries are irregular in shape but very good flavor.

**PRODUCTIVENESS:** Its main attribute is high production. The virus-free Catskill plants have tremendous vigor, producing large bright red berries. Most growers report a good yield and a bumper crop.

### BIG JOE

**PLANT GROWTH:** The plant is a vigorous grower, very healthy and medium productive.

**SIZE AND QUALITY:** The berries are large in size and have a large bright green cap which increases their attractiveness. They are, also, very fine in quality. Market gardeners who retail their berries, those who sell at the farm or on roadside markets, or, in fact, anyone who can get a premium for large, handsome, high quality fruit should include Big Joe in their plantings.

**PRODUCTIVENESS:** No midseason variety that I have ever grown comes as near being a worthy runner for Premier as does Big Joe. This variety does well on nearly all types of soil, but, like most others, responds quickly to good care and fertility. When grown for local or nearby markets where the shipping distance is not so great, Big Joe is one of the best money-makers we have.



## **POCAHONTAS**

Pocahontas is a strawberry variety introduced by the U. S. D. A. Bureau of Plant Industry and the Virginia Truck Experiment Station. It is a cross of the Tennessee Shipper and Midland.

A favorable impression with good quality of Pocahontas came from our own experience in growing this variety. Added interest came from glowing reports from growers of this community and those from other states where this variety is best adapted. Pocahontas has become a popular and proven profitable variety by growers in Virginia, Maryland, Kentucky, Ohio and Pennsylvania.

The performance and yield of Pocahontas has been excellent in the many states and highly recommended for commercial plantings as a fresh fruit or shipping and for freezing. Its good quality and attractiveness commend it to the home fruit grower. Due to its merits, Pocahontas promises to be a leading berry for some time.

They make a vigorous growth of large robust plants and produce runners freely. Like most varieties, it does very well on good soil. Pocahontas ripens a week later than the Blakemore. Berries are large, with moderately tart flavor, vivid red in color, firm, glossy with tough skin and green cap. High characteristics for making a variety popular.



## EMPIRE

Empire originated from a cross made between Dresden and Sparkle by the New York Experimental Station. It is very popular for growers in New York, Michigan and other Northern States.

Its attractiveness is due to its unusually bright glossy medium red color and bright green cap. Its large size is maintained very well through out the season. Report from northern growers indicate considerable frost resistance in Empire.

Plants are very productive with medium green leaves; fruit stems long; fruit very large, round conic to wedge conic slightly irregular, not too seedy in appearance, flesh light red. Quality of fruit very good, ripening 2 to 5 days later than Premier. It is recommended for commercial planting for Northern States. The good quality and size of berries commend it to the home fruit grower.

## SURECROP

Surecrop cooperatively developed by the United States Department of Agriculture and Maryland Agricultural Experiment Station, is a vigorous plant with many runners. It ripens in midseason with Fairland.

The berries of Surecrop average large in size throughout the picking season, light bright red color that becomes a rich red but does not turn dark. They are firm with a tough glossy skin, having yellow seeds even with the surface. Their flavor is tart and good. The berries have been rated as satisfactorily for frozen pack.

Surecrop has been tested from Pennsylvania to New York to southern Virginia and westward to Ohio. It is most useful to grow in red-stele, infested soils because of resistance to more than one race of red-stele.

## TENN. BEAUTY

From our experience and reports from our growers, Tennessee Beauty is the best Tennessee variety which has come in the strawberry field in recent years. It does well in the Southern States, Mid-western, as well as New York, New Jersey and Pennsylvania.

The plants are easily grown, strong and healthy, making a good picking bed. The berries are large red conic shape with a bright green cap. They are a mid-season variety, yield as good as the best and will bring several dollars premium over other varieties. It is considered good for freezing. If you are looking for a good mid-season variety, we recommend Tenn. Beauty.

## FAIRLAND

Fairland is a variety which gives its best results in Massachusetts, Ohio, West Virginia and other northern states. It is recommended more for local markets than for shipping.

The berries are large, light in color, and fairly good in quality.

The plants are vigorous in growth and red-stele resistant. They are extremely productive, ranking with Premier and Catskill.



## **ARMORE**

A cross of Aroma and Blakemore introduced by the Missouri Experiment Station. It resembles the Aroma in size and shape, but like the Blakemore, the berries are firm and bright red in color, good quality for shipping. Growing tests of Armore have proven it to be more productive than 60 others. The fruit ripens a few days later than the Blakemore and plants continue to produce late after the Aroma berries are harvested.

## **ALBRITTON**

Albritton is a midseason variety, originated in North Carolina and appears to be best adapted in that and adjoining states. This variety is replacing Massey rapidly because of the firmness, tough skin, smoothness and attractive appearance. Although it is primarily a fresh market berry, fully ripened fruit yield an attractive frozen pack.





## **SPARKLE**

Sparkle is an outstanding variety introduced by the New Jersey Experiment Station. It is a variety which is resistant to the common race of red-stele diseases, and is seldom affected by late frost.

Sparkle make a good growth of strong vigorous plants. In production it ranks with the best. The berries are sweet, high quality, a glossy dark red which sparkle as the name states. They run large to medium size and are of the best quality for the fresh market when picked and packed right. It is rated high for freezing. Sparkle has been acknowledged a leading berry in the northern and middle western states.

## **VERMILION**

Vermilion is a midseason variety adapted to sections of Middle Atlantic and Central states. It was originated by the University of Illinois, in which section, it has shown good results. Its vigorous plants are resistant to red-stele and are very productive. The fruit is dark red, large in size, good flavor, with the same degree of firmness as Sparkle.

## Late Varieties



### **JERSEYBELLE**

Jerseybelle is a variety introduced by the New Jersey Experiment Station. It has been tested commercially for several years and now is the outstanding variety for growers in New Jersey and Long Island, New York.

It is a late variety, producing large glossy red berries, with prominent yellow seeds. The size of the berry and its cap, result in a fine appearance and attract so much attention in the markets. Many growers have found the Jerseybelle sells quickly on the roadside and local markets because of its size and beauty. The berry turns darker if kept long after picking. Plants are moderately productive but will need good rich soil to make a good bed of plants. Jerseybelle has produced big yields for many growers and is ideal for a late variety.

### **ROBINSON**

The Robinson, known as Kardinal King, also Scarlet Beauty, originated in Michigan. This variety has become popular with northern and mid-western growers, from Michigan to Maryland.

The plants grow small but will make a wide bed of plants that grow in most types of soil. The berries grow quite large, blunt pointed, borne on large thick fruit stems, well protected with heavy foliage. The berries are scarlet, solid red through the center.

In the northern and western sections, the fruit holds up well for shipping, while in other sections the fruit is not firm enough to ship long distances.

Robinson has a long fruiting season which is in its favor. The size and attractiveness of the berry sell well at local markets. Its name of Scarlet Beauty describes it best. Many growers have produced record breaking crops and have given it first place in the strawberry list.



## **FAIRPEAKE**

Fairpeake is a cross of the Fairfax and Chesapeake. The size and flavor of the berries make it ideal for the home garden and local market. The berries are large rich red color, yellow seeds, with large green caps. Since it is a late variety, it escapes late frost and can be grown in areas successfully where the Fairfax and Premier have been highly approved. However it is not as productive a variety as the virus-free Red Star.

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## **FULL-OF-LIFE PLANTS**

Our strawberry plants are taken from young beds, fresh dug before shipment. Plants are well rooted and not dug from old or run down beds. These plants are from beds that have never borne a crop and will bring best results. They are carefully packed in damp moss in well ventilated containers and will reach you in good condition. Read the letters from our customers who have used our plants.

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Please ship the above order of 2,000 plants so that they will not be in Post Office over the week-end. Your plants were recommended by your customer and my friend, Mr. L. A. Smith.  
April 13, 1959

Paul Duff

Clearfield Co., Pa.





## **RED STAR**

A very late variety, which is growing in popularity in the North and West to Missouri. It is several days later than Gandy. The plants are large and vigorous, easily grown in dark loamy soil. Virus-free plants are now available.

The berries are bright in color, do not turn dark, very firm glossy skin, tough enough to be called a good shipper. The raised yellow seeds combined with the bright green cap makes the Red Star a very attractive berry. Because of its flavor and tartness, its excellent dessert quality, its perfectly preserved and canned shape, it is highly recommended as a commercial and home garden berry.

## **AMBROSIA LATE**

Ambrosia is a very late variety. It makes a vigorous growth of plants and produces a good crop of large, very light colored berries. The flavor and quality of the berries are not equal to the Fairpeake or Red Star here in Maryland. It has been more favorably grown in some of the Northeastern states.

# Everbearing Varieties

## GROW EVERBEARING STRAWBERRIES

Be sure to include some of the Everbearers in your order. You can have berries for your own use all summer and sell your neighbors enough to pay all costs of growing them. There is a good local demand for these berries.



## SUPERFECTION

A new Everbearer, originated in Michigan and seems to have similar characteristics in plant growth and fruiting to the Gem. Like Gem it will produce more plants than the Mastodon. When Superfection is planted in the spring, with proper care and conditions, a good crop of summer and fall berries will be a certainty. It can not be depended upon for spring production, as the Mastodon. If you wish berries in your garden in the summer and fall, try some Superfection.

## MASTODON

### THE KING OF THE EVERBEARERS

If planted in good land under favorable conditions, Mastodon will make a good bed of plants, but under reverse conditions, they are inclined to stool up. The plants are large, the foliage having a dark green glossy color. The berries are of good size, rich in color and are firm enough to ship to moderate distances. Every gardener or farmer should have a plot of Mastodon or Gem plants or both for Fall berries.

## GEM

From our experience, this variety is equal to any other Everbearer and really has surpassed all, even the Mastodon over a test of several years.

**GROWTH OF PLANTS:** Under most conditions, Gem will make a good bed of plants. The plants are very prolific. We have seen the runner plants put out blossoms before they had taken root. The berries are medium to large in size, a bright red color and a very good flavor.

## COLD STORAGE PLANTS

Plants that are dug when dormant and placed in cold storage, live and grow better than fresh dug plants, especially for late plantings. If you have storage facilities with temperatures about 32 degrees, order your plants early when plants are dormant and place in storage. If you do not have storage space, place your order early and we will keep your plants in storage. Very often we are sold out on some varieties late in the season. Plants dug when dormant will cost less for transportation than plants dug after they make their spring growth.

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## LEADING VARIETIES FOR HOME AND COMMERCIAL FREEZERS

There seems to be a matter of taste or opinion of the preference of the most satisfactory varieties for freezing. We have been freezing most of the varieties for several years to test them in our home freezer and have found the following varieties to freeze satisfactorily:

Dixieland  
Premier  
Missionary  
Blakemore  
Midland

Earlildawn  
Tenn. Beauty  
Sparkle  
Surecrop  
Catskill

**TRUE-TO-NAME:** We use every precaution to have our plants true-to-name, and if any should prove otherwise we will replace it, but in no case will we be responsible for any sum greater than that paid for the plants.

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## UNIVERSITY OF MARYLAND, STATE HORTICULTURAL DEPARTMENT STATE BOARD OF AGRICULTURE Certificate of Inspection, Duplicate of No. 182 College Park, Md., Sept. 22, 1959 Virus Free Strawberry Plants. Bundle Tag No. 14

This is to Certify, That on the 22nd day of September, 1959, we examined the Nursery stock of J. H. Shivers Plant Farms located at Allen, County of Wicomico, State of Maryland, in accordance with the laws of Maryland, 1898, Chapter 289, Section 58, and that said nurseries and premises are apparently free, so far as can be determined by inspection, from the San Jose Scale, Peach Yellows, Pear Blight and other dangerously injurious insect pests and plant diseases.

This Certificate is valid until September 30, 1960, unless sooner revoked and does not include nursery stock not grown within this state, unless such stock is previously covered by Certificate and accepted by the State Entomologist and State Plant Pathologist.

L. O. WEAVER  
State Plant Pathologist

GEO. S. LANGFORD  
State Entomologist



## SPECIAL OFFERS

### SPECIAL GARDEN OFFER

For Northern States, Delivered Prepaid

Choice of the following Varieties—

Premier or Fairfax

Catskill or Sparkle

Empire or Robinson

Red Star or Ambrosia

Selection No. 1    25 Plants of any 4 varieties above for    \$ 4.50

Selection No. 2    50 Plants of any 4 varieties above for    \$ 7.25

Selection No. 3    100 Plants of any 4 varieties above for    \$13.00

### SPECIAL GARDEN OFFER

For Southern and Middle Atlantic States

Choice of the following Varieties - Postpaid

Pocahontas or Premier

Tenn. Beauty or Vermilion

Dixieland or Fairfax

Red Star or Robinson

Selection No. 4    25 each of 4 varieties, postpaid    \$ 4.35

Selection No. 5    50 each of 4 varieties, postpaid    \$ 8.25

Selection No. 6    100 each of 4 varieties, postpaid    \$12.00

### SPECIAL TRIAL OFFER ON THE NEWEST VARIETIES

Earlidawn

Jerseybelle

Redglow

Surecrop

Selection No. 7    25 of each of above 4 kinds, postpaid    \$ 5.00

Selection No. 8    50 of each of above 4 kinds, postpaid    \$ 8.25

Selection No. 9    100 of each of above 4 kinds, postpaid    \$14.00

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### INSTRUCTIONS TO PURCHASERS

**TERMS:** Cash with order. Remit by Money Order, Bank Draft, Cash in Registered Letter or Personal Check. No C. O. D's unless 10% accompanies order.

**PACKING:** No extra charge made for packing at these prices.

**TIME OF SHIPMENTS:** We ship plants from November 1st to May 1st.

**LATE SHIPMENTS:** All plants ordered shipped after May 1st will be packed and shipped in best possible condition but at purchaser's risk.

**WRITE US:** We will be pleased to hear from you this season, if we can be of help to you in any way in answering questions regarding varieties, cultural methods, diseases or any other matter concerning strawberries. Please feel free to write us.

## WHEN AND HOW TO ORDER

**ORDER** as soon as you have decided what varieties and how many you want. Write plainly so that we can get your name and address correctly for prompt acknowledgement of order of plants.

**REGARDING YOUR ORDER:** Attached to this catalog is an order blank. By filling it out completely, you will assist us in handling your order promptly and accurately. Give your name and complete address legibly. Check the manner of shipment you prefer. Note the amount that is enclosed in payment of your order. Send the order to us in the enclosed reply envelope.

**PARCEL POST** is generally cheapest and most satisfactory for small shipments and with larger shipments in adjoining and nearby states.

Strawberry plants packed for shipment weigh approximately 4 pounds per 100 plants. Make up your order, calculate the approximate weight and if you do not know your zone from Allen, Maryland, use distances given herewith or ask your postmaster.

With zone rate given here you can easily calculate the amount of postage to send. Be sure to send postage enough as any excess will be returned. If sufficient amount to pay parcel post charges is not sent with the order, the plants will be sent by express collect, or by parcel post, C. O. D., for the amount of postage due, as we cannot keep accounts and send bills for small items of postage.

### PLANT WEIGHT

25 plants	1 lb.	250 plants	10 lbs.
50 plants	2 lbs.	500 plants	20 lbs.
100 plants	4 lbs.	1000 plants	40 lbs.

### PARCEL POST RATES ON STRAWBERRY PLANTS:

No. of Plants	25	50	100	250	500	750	1,000
Zones 1 & 2, up to 151 mi. -----	\$.23	\$.27	\$.35	\$.59	\$.99	\$1.38	\$1.78
Zone 3, 150 to 300 mi. -----	.23	.29	.39	.70	1.21	1.73	2.24
Zone 4, 300 to 600 mi. -----	.24	.31	.45	.87	1.56	2.25	*2.94
Zone 5, 600 to 1,000 mi. -----	.26	.36	.54	1.10	2.02	*2.95	*3.87
Zone 6, 1,000 to 1,400 mi. -----	.28	.40	.64	1.36	*2.56	*3.75	*4.95
Zone 7, 1,400 to 1,800 mi. -----	.30	.46	.76	1.67	*3.19	*4.71	*6.23
Zone 8, 1,800 to — -----	.32	.51	.87	1.95	*3.75	*5.56	*7.36

\* Cheaper by Express for number of plants in these zones.

There is a minimum express charge of \$1.93 plus 6¢ tax, regardless of how small the package. Therefore, the cost of shipping small orders of packages of plants will be cheaper sent by parcel post.

## How To Reach Shivers Farm!

### Directions For Customers Who Wish To Call For Plants

For our customers who wish to call for their plants at the Shivers Plant Farms, drive to Salisbury, Maryland. Take U. S. Route 13 South to Fruitland, Maryland. There at the stop light, turn right and go about one-half mile to first cross road, turn left for about another one-half mile to Y and take the right fork to Allen. Continue through the village. As you approach the bridge or spillway, turn to road on the right. You will find our farm, the first on the right.

**ORDER SHEET**

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**J. H SHIVERS PLANT FARMS**

**ALLEN                      Wicomico County                      MARYLAND**

Amt. Enclosed:      Check \$\_\_\_\_\_ Money Order \$\_\_\_\_\_ Stamps \$\_\_\_\_\_ Cash \$\_\_\_\_\_

[illegible]

**RETURN** My order and Money for Varieties Not Available —.



### ORDER SHEET (Continued)

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**Please write below the names and addresses of anyone you know who might be interested in, or buyers of Strawberry plants, and we will mail them a copy of this catalog.**

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# Price List For 1960

EARLY VARIETIES	25	50	100	250	500	750	1,000	5,000
★Blakemore -----	\$1.15	\$1.90	\$3.00	\$6.00	\$9.40	\$12.40	\$15.00	\$70.00
★Dixieland -----	1.30	2.17	3.50	6.84	10.94	14.33	17.50	82.50
Dunlap -----	1.15	1.90	3.00	6.00	9.40	12.40	15.00	70.00
★Earlidawn -----	1.40	2.30	3.70	7.40	11.35	15.50	18.50	87.50
★Fairfax -----	1.40	2.30	3.70	7.40	11.35	15.50	18.50	87.50
★Florida 90 -----	.75	1.25	2.00	4.00	6.25	8.25	10.00	45.00
★Klonmore -----	1.15	1.90	3.00	6.00	9.40	12.40	15.00	70.00
★Midland -----	1.45	2.43	3.90	7.80	12.30	16.08	19.50	92.50
★Missionary -----	.75	1.25	2.00	4.00	6.25	8.25	10.00	45.00
★Premier -----	1.30	2.17	3.50	6.84	10.94	14.33	17.50	82.50
★Howard 17 -----	1.30	2.17	3.50	6.84	10.94	14.33	17.50	82.50
★Redglow -----	1.40	2.30	3.70	7.40	11.35	15.50	18.50	87.50
★Stelemaster -----	1.40	2.30	3.70	7.40	11.35	15.50	18.50	87.50
Temple -----	1.40	2.30	3.70	7.40	11.35	15.50	18.50	87.50

MIDSEASON VARIETIES								
★Albritton -----	1.20	2.05	3.25	6.60	10.25	13.60	16.50	77.50
★Armored -----	1.20	2.05	3.25	6.60	10.25	13.60	16.50	77.50
Big Joe -----	1.35	2.25	3.60	7.20	11.25	14.85	18.00	85.00
★Catskill -----	1.35	2.25	3.60	7.20	11.25	14.85	18.00	85.00
★Empire -----	1.40	2.30	3.70	7.40	11.35	15.50	18.50	87.50
Fairland -----	1.42	2.37	3.80	7.60	11.87	15.67	19.00	90.00
★Pocahontas -----	1.40	2.30	3.70	7.40	11.35	15.50	18.50	87.50
★Sparkle -----	1.35	2.25	3.60	7.20	11.25	14.85	18.00	85.00
★Surecrop -----	1.35	2.25	3.60	7.20	11.25	14.85	18.00	85.00
★Tenn. Beauty -----	1.30	2.17	3.50	6.84	10.94	14.33	17.50	82.50
★Vermilion -----	1.20	2.05	3.25	6.60	10.25	13.60	16.50	77.50

LATE VARIETIES								
Ambrosia -----	1.42	2.37	3.80	7.60	11.87	15.67	19.00	90.00
Fairpeake -----	1.42	2.37	3.80	7.60	11.87	15.67	19.00	90.00
Jerseybelle -----	1.40	2.30	3.70	7.40	11.35	15.50	18.50	87.50
★Red Star -----	1.42	2.37	3.80	7.60	11.87	15.67	19.00	90.00
★Robinson -----	1.27	2.12	3.40	6.80	10.62	14.03	17.00	80.00
★Kardinal King -----	1.27	2.12	3.40	6.80	10.62	14.03	17.00	80.00

EVERBEARING VARIETIES							
Gem -----	2.25	3.75	6.00	12.00	18.75	24.75	30.00
Superfection -----	2.25	3.75	6.00	12.00	18.75	24.75	30.00
Mastodon -----	2.40	4.00	6.40	12.00	20.00	26.40	32.00
★ Virus-free							

If interested in more than 5,000 plants, write for quantity prices.

All plant shipments F. O. B. Allen, Maryland at prices quoted. Express and parcel post charges paid by purchaser.

# **1960 Strawberry**

## **Catalog and Plant Guide**



*On Maryland's Eastern Shore*

*"Shore Plants with Sure Quality"*

**J. H. Shivers Plant Farms**  
**Allen, Maryland**